

Tourist profiles and perception as a basic planning for sustainable tourism development Lok Baitan Floating Market, South Kalimantan

Ellyn Normelani¹, Moch. Sasmito Djati², Taufik Hidayat³ Luchman Hakim²,

¹ Graduate School for Environmental Science, Brawijaya University, Malang and Department of Geography Education, Faculty of Teaching and Education Science, Lambung Mangkurat University, South Kalimantan

² Department of Biology, Faculty of Mathematics and Natural Sciences, Brawijaya University, East Java.

³ Faculty of Agriculture, Lambung Mangkurat University, South Kalimantan

Abstract: *The aims of the research are to identify the tourist profile of Lok Baitan floating market and identify the capital aspect of floating market which are suitable for sustainable and competitive tourism attraction development. The majority of tourist respondent was young generation and have university education background. Based on the profile of respondent characters, it is clear that that tourism in Lok Baitan floating market can be considered as special interest tourism. In Lok Baiktan floating market, local culture in economic activity and landscape were important aspect in tourism attraction in floating market. The weaknesses of accessibility and transportation aspect are related the availability of public transportation. Problems of the recent basic amenity related to the integrated long term policy of tourism development in the past. Overall, the perception about tourism ancillary was low, indicated there are problems of tourism organization and management. As far, there is no strategic management planning to involve such resources into regional planning. The local and provincial government therefore should initiates and support comprehensive planning for floating tourism in this area*

Keywords: *ecotourism, rivers planning, local economic development.*

I. Introduction

Tourism sector rapidly growing in Indonesia and its economical contribution in regional development reported significant. In many regions in Indonesia, tourism becomes the new economic machine for development. Tourism offers numerous opportunities to provide jobs and creates numerous new businesses related to tourist product. Tourism has been proposed to stimulate infrastructure development which is important for local development. Scholars point out that development of tourism sector is important to initiate and enhance local economic development [1] [2] [3].

Rivers is part of the human life along Barito Rivers, South Kalimantan. Geographically, South Kalimantan is an area with huge peat swamp forest and rivers are important in daily life. In the past, land infrastructure was limited and rivers become the important corridors for human movements. Settlement and human activities grows along rivers, including trading activity. Culturally, most of the settlement which were grew along Barito rivers dominated by Banjarese. Market is one of the important media among Banjarese to meet family basic needs through traditional barter system and direct selling. Floating market occurs in a cultural setting and may include Banjarese cultural elements in trading. Exchanging one commodity to another is one of the old characteristics among Banjarese along Barito Rivers. In the past decades, it is common among Banjarese [4] [5].

Floating market is one of the old traditions in selling goods among community along rivers ecosystems which are recently grow as tourism attraction [6]. In Asia, there are several floating market which are nowadays becomes tourism attractions. It is consist of Damnoen Saduak Floating Market in Thailand, Cai Rang Floating Market in Vietnam, Aberdeen Floating Village in Hongkong, Banjarmasin in South Kalimantan, and Srinagar Floating Market in India. Floating market in South Kalimantan is one of the cultural heritages which is potential to developed as tourism attractions. There is several point of floating market along Barito River in South Kalimantan. The floating market in Lok Baitan is one of the very old and its existence become the symbols identity of South Kalimantan [7].

Linkage between floating market and tourism offer opportunities for local economic development [8]. In such a case, scholars point out that integrative planning were important. Floating market tourism planning and development require several aspect which are important for sustainable tourism destination planning. Tourist is the principal component in destination marketing and management. Understanding the tourist demographic and its characteristic led to the integrative destination planning and management. Moreover, identifying and describing the tourist perception is crucial for tourism attraction development. Tourism

perception is one of the important aspect of tourism planning, development and evaluation. Tourism perspectives to the attractions provides valuable information which are able to enhance program planning and implementation [9] [10].

The development of floating market as potential tourism attrition was important for traditional market conservation and tourism development. One of the important aspects for tourism development in floating market is understanding tourism profile and tourism perception about floating market. It is particularly important for tourism destination development. The objectives of the research are to identify the tourist profile of Lok Baitan floating market and tourist perception in Lok Baitan floating market.

II. Methods

Study area

South Kalimantan rich in term of cultural and biological attributes which area potential to developed as tourism attraction. South Kalimantan Province covers an area about 38,744.23 km² with dominant vegetation consists of lowland tropical and peat swamp forest. South Kalimantan has numerous rivers which are important to support human daily life (Table 1). For a long time in its history, rivers contributes significantly in human movement. Many settlement, villages, and human activities located along rivers. Barito Rives (909 km) is one of the longest river in Indonesia, (after Kapuas River, West Kalimantan, about 1,143 km and Mahakam River, East Kalimantan, about 920 km). Barito river runs through three regencies, namely Barito Kuala, Hulu Sungai Utara and Banjarmasin Regencies. All of the rivers have high levels of usage. These waterways are therefore essential for local community in such regencies.

South Kalimantan is home for diverse tribal community, namely Banjarese, Dayaks (Dayak Bakumpai, Dayak Baraki, Dayak Maanyan, Dayak Lawangan, Dayak Bukit Ngaju), Javanese, Bugis, Chinese and Arabian. Among the indigenous community, Banjarese is dominant population. Administratively, Lok Baitan floating market located at Lok Baitan Village, Banjar Regency. Most of the local dweller in Lok Baitan is farmer. Lok Baitan floating market is one of the crucial components in Banjarese life.

Table 1. The distribution of rivers in South Kalimantan

Regency	Number	Rivers
Tanah Laut	8	Maluka, Tabanio, Sebuher, Sawarangan, Kintap, Asam-asam, Cuka, Banyuhiran
Kotabaru	13	Cantung, Bangkalan, Sampanahan, Manunggul, Cengal, Serongga, Sejakah, Bekambit, Sekonyang, Pasir, Ambung Embungan, Sebat
Banjar	7	Martapura, Riam Kanan, Riam Kiwa, Mangkaok, Alalak, Paring, Apukan / Banyuhirang
Barito Kuala	10	Barito, Kapuas, Alalak, Negara, Puntik, Tamban, Anjir Pasar, Tabukan, Tabunganen
Tapin	8	Tapin, Negara, Bungur, Binuang, Tambarangan, Muning, Tatakan, Mangkaok
Hulu Sungai Selatan	4	Negara, Angkinang, Amandit, Kajang
Hulu Sungai Tengah	3	Batang Alai, Labuhan, Kasarangan
Hulu Sungai Utara	3	Negara, Tabalong, Barito
Tabalong	4	Tabalong, Kumap, Tabalong Kiwa, Ayup
Tanah Bumbu	5	Satui, Batulaki, Sebamban, Kusan, Batulicin
Balangan	2	Balangan, Awayan
Banjarmasin	2	Martapura, Barito

Methods

Filed survey were conducted following several steps. Firstly, a systematic document inquiry was done in tourism office of South Kalimantan, and tourism regional office at Banjar Regency. Focus of the document survey was statistical data related to the tourism sectors in Lok Baitan. Document survey was extended to find related policy of tourism development. Secondly, field work was done in Lok Baitan through participatory research and questionnaire distribution. The questionnaire distribute to the 150 tourist which were found during field survey in Lok Baitan Floating market. Questions were design to explore visitor perception on four tourism aspect, namely tourism attraction and attractiveness, attraction accessibility and transportation, tourism amenity, and tourism ancillary. In each questioner, five levels of responses was drawn and respondent required to fill up the preferred answer. In many occasion, researcher involves in floating market activities to observe directly floating market activity and records sellers and visitor interactions. Questioners answer and observation field data were analyzed descriptively.

III. Result And Discussion

Tourist profile

The percentage of tourist respondent come to Lok Baitan floating market dominated by female (71.33%). The tourist age distribution was dominated by 26-35 years old (about 44.67% of the total respondent), followed by 21-25 years old (about 36.67%) and 36-45 years old (about 15.33%). In the perspectives of education background, the majority of tourist respondent have university education background

(62%). Except the gender percentage, this data shows that the segment of tourist who visit Lok Baitan floating market similar with the tourist's characters for ecotourism or special interest tourism programs. These tourist category characterized by relatively young generation tourist with high enthusiast. These tourist group relatively well educated [11].

The modes of tour organization were dominated by tour in group. About 35.33% visit Lok Baitan floating market consist of main family member, while 57.33% visit Lok Baitan in more big family member. This data relevant with other data related to the travel pattern to visit Lok Baitan. About 28% respondent come in family group. About 12% join in school group, and 31.33% is related to the offices. There are few backpacker tourist was identified in Lok Baitan floating market. Lok Baitan floating market attracts people who wish to get unique experience with the river-based market activity. Floating market tourism include individual and group package tour to observe floating market activity.

Lok Baitan was very famous as tourist destination. Tourist comes from several regions in South Kalimantan (34.67%). The visitor who comes from other province was significant (34%). This data indicates that floating market is famous among domestic tourist. It is open opportunities for the development of Lok Baitan as national tourism destination. Recently with the grow of aircraft routes from Bajarmasin to numerous city in Indonesia, there are potential positive challenges of tourism in South Kalimantan. Yearly, number of aircraft passenger is growing significantly. These situations have positive impact on the prospect and development of tourism, especially in the perfectives of market. The transportation sector contributes significantly in tourism destination development [12].

Based on the profile of respondent characters, it is clear that that tourism in Lok Baitan floating market can be considered as special interest tourism. According to scholar, special interest tourism is a tourism form with special issues and themes as an object of observation. This type of tourism recently grows significantly and contributes to the local economic development [13] [14].

Attraction and attractiveness

The floating market is an interesting tourism attraction. Principally, it is composed from the intersection of natural and cultural aspect which are integrated to built floating market. Tourist activities in Lok Baitan floating market can be numerous, encompasses sightseeing, experiencing local culinary and photography. For many visitors, a main reason for visiting floating market at Lok Baitan is the present of local culture.

Numerous fruit and vegetables which were sold in floating market contributes to the degree of the colorful of floating market. The numerous fruit, mostly local fruit, collected and harvested from traditional orchards. It is encompasses banana, citrus, jackfruit and other fruits. The indigenous product seems to be dominant. In the perspective of ecotourism development, this phenomena is important and become the significant key to create destination authenticity. The local culture, product and tradition are the main capital to the development of destination authenticity [15] [16]. The floating market occur at 05.00 to 12.00 AM. The floating market in Lok Baitan is one of the old traditional way of selling traditional homemade food, vegetable, fruit and numerous goods which are important in daily life. The traditional small river vehicle called klotok was used to facilitate traditional market. Access has been facilitated by the widespread use of the traditional small ship called klotok. The key characteristics of Floating market in Lok Baitan is the inclusion and domination of women.

Overall, the perception of seller and visitor in Lok Baitan floating market was described in Table 1. All of the observed parameter seems o be have high scale score, indicated that the attraction of floating market has qualification to meet seller and visitors desires. The landscapes which are dominated by rivers and local settlement were interesting objects. Such landscapes enriched by unique and specific culture of local people who live in villages along rivers. The locality of natural resources was important aspect, and therefore such resources should be conserved integrally. Landscapes is the crucial component in tourism attraction. Therefore, conserving natural landscapes and its integrity was important [17].

Table 1 Perception of sellers and visitor related to the floating market attraction and attractiveness

No	Aspects	Means	
		Sellers	Visitors
1	Sightseeing natural rivers landscapes	5	4.53
2	Sightseeing traditional settlements along rivers	5	4.59
3	Unique and specific culture	4.91	4.65
4	Opportunity to enjoy an experiences all of the river live and culture	4.82	4.72
5	Local people culture and hospitality	5	4.93
6	Enjoy local culinary	4.95	4.98
7	Enjoy specific and local fruits	4.97	4.98

Accessibility and transportation

Accessibility is crucial aspect of destination competitiveness. Accessibility allowing visitor access numerous tourism potential attraction easily. The quality of accessibility is one of the determinant of tourism satisfaction. Transportation is the significant system in the development of tourism destination. From all observed aspect through questioner, the weaknesses of accessibility and transportation aspect are related the availability of public transportation. Facility to enhance tourist accessibility such as road generally was provided by central and provincial governments. However, the central and local government may be in lack of funding, especially to support integrated road systems. It is common in developing countries. The participation of privates sectors and stakeholder to increase tourism facility therefore important [18]. Both respondent perception about rivers quality refers to the quality of space to accommodate market activity (i.e. rivers wide, low tide, open area). This is become significant input for planning, especially in the space management and policy development in ecosystem for tourism attraction [19], including rivers.

Table 2 Perception of seller and visitor related to the accessibility and transportation

No	Aspects	Means	
		Sellers	Visitors
1	Road infrastructure quality to floating market destination	4.15	2.01
2	Information board and direction to floating market	4.04	1.63
3	Public transportation availability	1.97	1.57
4	Public transport price	2.54	2.19
5	Rivers quality	4.83	4.65
6	Road direction mark to floating market	4.96	4.7
7	Availability of rivers water-based transportation to access floating market	5	5
8	Price of river transportation	5	4.59

Floating market amenity

Amenity is important factor in tourism destination, including floating market. Tourism amenities in Lok Baitan floating markets included all of the facilities which are able to support the visitors’ stay and enjoy market activity. It is include the basic infrastructur of tourism destinations. In case of Lok Baitan, several aspect of amenities should be improved, including freshwater installation, security facility, information centre and tourist guide post, accommodation, restaurant, and souvenir shop (Table 3). Problems of the recent basic amenity related to the integrated long term policy of tourism development in the past. The local government paid less attention to the planning and implementation of tours development. Tourism, especially in Lok Baitan floating Market is not development priority. Throughout the worlds, such problems is common and become the weaknesses of tourism industry [20].

Special and basic need of tourist such as fresh water, tourism information centre, security, toilets, restaurant and souvenir shop absent, and if it is available the condition was very poor to meet tourist needs. It is consistent with the poor tourism destination management strategy as mentioned above. The good images of amenity are found for support of electricity, telecommunication, heath service and public health facility, home-stay, restaurant and praying rooms. Electricity is the basic standard for human life and previously it is become the development priority in Indonesia, including North Kalimantan. In the past, the use of telephone was limited, but recently there are no difficulties in term of communication. Recently, the use of hand phone was common among local people (Table 3).

Table 3 Perception of seller and visitor related to the amenity

No	Aspects	Means	
		Sellers	Visitors
1	Support of power electricity	4.77	4.65
2	Support of fresh water installation	2	1.59
3	Telecommunication (Telephone)	4.86	4.53
4	Telecommunication radio and TV	4.71	4.64
5	Heath service and public health facility	4.03	2.35
6	Service of security, especially for tourism object	1.91	1.18
8	Tourism service facility such as information centre and tourist guide post	1.95	1.86
9	Availability and quality of accommodation	1.97	1.86
10	Home-stay	4.9	4.59
11	Restaurant	1.78	1.08
12	Local restaurant organized by local people	4.77	4.95
13	Souvenirs shop	1.88	1.81
14	Praying rooms	4.86	2.3
15	Importance of clean and healthy toilet.	5	4.59
16	Distribution of toilet sites	1.98	4.53

Ancillary

The management and organization of tourism destination is important, including floating market in Lok Baitan. Overall, the perception about tourism ancillary was low, indicated there are problems of tourism organization and management (Table 4). It is reflected with the poor of promotion media and materials, such as leaflet and brochure about floating market. There are no online information, except numerous online description, story and travels notes which were wrote by travelers and uploaded into website and personals blogs. As a consequence, there is no information available about tourism destination and attraction.

There are also absences of tourism package which lead to the difficulties of tourist to access floating market tourism programs. The tourism map was absent and such a case lead to the difficulties of tourist to access floating marking in Lok Baitan. Overall, the role of local government to develop tourism ancillary was poor. Barrier to ancillary in floating market development are similar to those identified in other component of tourism such as attraction, accessibility, and amenity.

Table 4. Perception of seller and visitor related to the Ancillary

No	Aspects	Means	
		Seller	Visitors
1	Availability of promotion materials (i.e. leaflet, brochure)	1.76	1.59
2	Online promotion	2.03	2.23
4	Availability of tourism package	1.88	1.91
5	Availability of complete tourism map	1.62	1.59
6	Availability of tourism destination and attraction information	1.09	1.02
7	Floating market managed properly by local government	1.93	2.06

Solving these problems require comprehensive planning. Moreover, the involvement of stakeholders in planning was important. Tourism stakeholders in South Kalimantan should be describes properly in order to increase the ancillary aspects. There are numerous agents and stakeholder which are able to create destination more attractive. Involving stakeholder, especially travel agent and other tourism industry has been reported significant in tourism destination development [21].

Implication for floating market development

Maintaining the quality of rivers is essential to the long term viability of floating market. River is a particularly important natural capital as it is required by all community along Barito River to facilitate numerous recent human activity and business. There are, however, potential conflict between traditional activity (i.e. floating market) and settlement development along rivers. Another potential problem is related to river pollution. Increasing levels of development and human activity along Barito Rivers have been reported to increase the pollution of river. Scholars point out that many rivers in South Kalimantan ecologically polluted by numerous waste. This contribute to the negative on attractiveness of floating market. As far, there are no strategic management planning to involve such resources into regional planning. The local and provincial government therefore should initiates and support comprehensive planning for floating tourism in this area [9] [18] [20].

Compared to the other Asian floating market in Thailand, Hongkong, and Vietnam, the floating market in Lok Baitan differs in term of social and cultural setting. Banjarese rich in term of cultural resources. Banjarese rich in term of culinary receipt which area important for gastronomy tourism development. There traditional cuisine such as Gangan gadang pisang, Gangan humbut, Gangan karuh, Gangan katuyung, Gangan Keladi, Gangan Nangka, Gangan rabung, Gangan waluh, Gangan tigarong, Using-using kangkung, Orap, Opor, and Pakasam. Many of these culinary was limited to process and produce in Southern Kalimantan. Therefore, it is opportunities for South Kalimantan to promote indigenous produces in order to increase tourism destination competitiveness. The value of local traditions, including culinary art, is one of the significant tourism capitals for future development [9] [13] [14].

Tourism in floating market may bring considerable negative impact to local culture and traditions. This has serious implication for the protection of local culture and tradition that is involved in tourism in Lok Baitan. Code of conduct can be used to reduce negative impact of tourism to local culture and tradition, but the effectiveness of such methods should be supported by local government and stakeholders. Local people and government need to be aware of the potential negative impact of tourism. The management of Lok Baitan therefore should be managed following special interest tourism principles [13] [15].

Managing spatial aspect of Lok Baitan floating market becomes important. As far, there are no systematic planning approach which are suitable for marketer and tourist in Lok Baitan. Systematic planning in tourism is not only merely describing physical development strategy but may also consider the involvement of local community in tourism industry. The sustainable tourism in Lok Baitan can be achieved through an appropriate planning with sustainable tourism as a basic concept and practices. The sustainable tourism principles and practices is one of the important key for the future tourism development [16].

Beyond floating market, there are numerous cultural and natural interesting object for tourism development. The landscape of rivers and its surrounding ecosystems provides opportunities for tourism development. The management of such resources important especially to increase the competitiveness and sustainability of floating market.

IV. Conclusion

It is clear that Floating Market at Lok Baitan has its potentiality to developed as tourism attractions. There are however, several aspect should be improved significantly. Aspect related attraction, accessibility, amenity and ancillary are important within destination.

The visitor of Lok Baitan floating market was dominated by young generation with relatively has high education background. This tourist demographic confirm that tourism in Lok Baitan floating market can be considered as special interest tourism. Local economic activity in floating market and landscape were important aspect in tourism attraction. In Lok Baitan floating market, the weaknesses of accessibility and transportation aspect are related the availability of public transportation. Problems of the recent basic amenity related to the integrated long term policy of tourism development in the past. The perception about tourism ancillary was low, indicated there are problems of tourism organization and management. The local and provincial government therefore should initiates and support comprehensive planning for floating tourism in this area

References

- [1]. MJ. Walpole, and HJ. Goodwin, Local economic impacts of dragon tourism in Indonesia. *Annals of tourism research*, 27(3), 2000, 559-576.
- [2]. L. Hakim, Dasar-dasar Ekowisata, (Penerbit Bayu Media, 2002).
- [3]. L.Hakim, Soemarno, and SK. Hong, Challenges for conserving biodiversity and developing sustainable island tourism in North Sulawesi Province, Indonesia. *Journal of Ecology and Field Biology*, 35 (2), 2012, 61-71
- [4]. K. MacKinnon, G. Hatta, and H. Halim. *The Ecology of Kalimantan: Indonesian Borneo*. (Peripulus, Singapore, 2002).
- [5]. D.Parikesit, D., K. Khusairi, and R. Novitarini, The characteristics of rural water transport: Case studies of three provinces in Indonesia. In *Proceedings of the Eastern Asia Society for Transportation Studies* (Vol. 4). 2003.
- [6]. R. Boonratana, Community-based tourism in Thailand: The need and justification for an operational definition. *Kasetsart Journal: Social Sciences*, 31(2), 2010, 280-289.
- [7]. Faatihah, A., Setyaningsih, W., & Iswati, T. Y. (2015). Revitalisasi pasar terapung lok baitan di banjarmasin dengan pendekatan arsitektur kontekstual. *Arsitektura*, 12(2).
- [8]. T. Mihalič, R. Sharpley, and DJ. Telfer, *Tourism and economic development issues* (Channel View Publications, 2002)
- [9]. M. Baud-Bovy and F. Lawson, *Tourism and recreation: handbook of planning and design*. (Butterworth-Heinemann Ltd., 1998)
- [10]. B. Bramwell and B. Lane, *Collaboration and partnerships in tourism planning*. *Tourism collaboration and partnerships: Politics, practice and sustainability*, 1-19. 2000.
- [11]. DA. Fennell, *Ecotourism programme planning* (CABI Publishing, 2002).
- [12]. B. Prideaux, The role of the transport system in destination development. *Tourism management*, 21(1), 2000, 53-63.
- [13]. B. Trauer, Conceptualizing special interest tourism—frameworks for analysis. *Tourism Management*, 27(2), 2006, 183-200.
- [14]. Mckercher, B., & Chan, A. (2005). How special is special interest tourism?. *Journal of travel research*, 44(1), 21-31.
- [15]. R. MacDonald and L. Jolliffe, Cultural rural tourism: Evidence from Canada. *Annals of Tourism Research*, 30(2), 2003, 307-322.
- [16]. L. Hakim, JE. Kim, and SK. Hong, Cultural landscape and ecotourism in Bali Island, Indonesia. *Journal of Ecology and Environment*, 32(1), 2009, 1-8.
- [17]. TS. Terkenli, *Tourism and landscape. A companion to tourism*, 339-348, 2004
- [18]. CL. Jenkins and BM. Henry, Government involvement in tourism in developing countries. *Annals of Tourism Research*, 9(4), 1982, 499-521.
- [19]. F. Douvere, The importance of marine spatial planning in advancing ecosystem-based sea use management. *Marine policy*, 32(5), 2008, 762-771.
- [20]. C. Tosun, Limits to community participation in the tourism development process in developing countries. *Tourism management*, 21(6), 2000, 613-633.
- [21]. T. Bornhorst, JB. Ritchie, and L. Sheehan, Determinants of tourism success for DMOs & destinations: An empirical examination of stakeholders' perspectives. *Tourism management*, 31(5), 2010, 572-589.